

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Gregory M. Adelman</td> <td>01/09/2012</td> </tr> <tr> <td>William R. Brennan Jr.</td> <td>01/09/2012</td> </tr> <tr> <td>Richard N. Case</td> <td>01/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Gregory M. Adelman	01/09/2012	William R. Brennan Jr.	01/09/2012	Richard N. Case	01/06/2012		
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<table border="1"> <tr> <td>Name:</td> <td>Nite Ize, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>5660 Central Avenue</td> </tr> <tr> <td>City:</td> <td>Boulder</td> </tr> <tr> <td>State/Country:</td> <td>COLORADO</td> </tr> <tr> <td>Postal Code:</td> <td>80301</td> </tr> </table>		Name:	Nite Ize, Inc.	Street Address:	5660 Central Avenue	City:	Boulder	State/Country:	COLORADO	Postal Code:	80301
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CORRESPONDENCE DATA											
Fax Number: (303)894-9239 Phone: 303-894-6330 Email: EVonSpreckelsen@pattonboggs.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Correspondent Name: Robert P. Ziemian Address Line 1: Patton Boggs LLP Address Line 2: 1801 California Street, Suite 4900 Address Line 4: Denver, COLORADO 80202											
ATTORNEY DOCKET NUMBER:	024338.0194PDUS										
NAME OF SUBMITTER:	Robert P. Ziemian										
Total Attachments: 6											

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ASSIGNMENT BY INVENTORS

THIS ASSIGNMENT, made this 9th day of January, 2012, by Gregory M. Adelman; William R. Brennan, Jr.; and Richard N. Case (hereinafter referred to as Assignors), residing at 1502 Upland Avenue, Boulder, Colorado 80304; Brennan Design and Development, 1950 Spruce Avenue, Longmont, Colorado 80501; and 503 Dewey Avenue, Boulder, Colorado 80304, respectively;

WHEREAS, Assignors have invented certain new and useful improvements in a **CARD HOLDER ATTACHMENT**, set forth in a Design application for Letters Patent of the United States, already filed on January 9, 2012, as U.S. Application No. 29/410,576; and

WHEREAS, Nite Ize, Inc., a Corporation organized under and pursuant to the laws of United States of America having its principal place of business at 5660 Central Avenue, Boulder, Colorado 80301 (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefore and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all related United States provisional patent application, any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

AND for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these

presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Design application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

AND Assignors hereby request the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

PATTON BOGGS LLP

All practitioners at Customer Number 32042

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AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

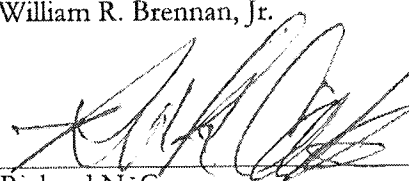
Date: 1-9-12

Signature: 
Gregory M. Adelman

Date: _____

Signature: _____
William R. Brennan, Jr.

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